

ConvenienceStore News

Dr Pepper Chooses Test Markets for New 'Ten' Products

YORK, Pa. -- Shoppers at supermarkets and convenience stores in central Pennsylvania, Columbus, Ohio, and Des Moines, Iowa, will be the first to try [Dr Pepper Snapple Group's](#) expanded line of "Ten" products.

The three test markets were selected based on the strength of Dr Pepper's core product line there and the company's good relationships with bottlers, distributors and retailers in the area, company spokeswoman Alexandra Katich told the *York Daily Record*.

The "Ten" line of low-calorie soft drinks is targeted toward consumers who are looking for a drink without all the calories of regular soda, but aren't fans of diet soft drinks, she said. The sodas are meant to "taste like the regular" drinks, but with fewer calories.

"These are not to replace the diet (sodas)," she said. "These (are) largely for consumers going after a full-flavored soft drink, but who are also health conscious."

The new products being tested are 7UP Ten, Canada Dry Ten, A&W Ten and Sunkist Ten. The brands will be sold in stores such as Giant Food Stores, [Turkey Hill Minit Markets](#), Weis Markets, Walmart, Target and other drug and convenience stores, Katich said.

The Texas-based beverage company also will be implementing a marketing campaign -- complete with TV spots -- for the beverages in the three markets, the report stated.

After a mid-year evaluation, the company will decide whether to take the products nationwide based on the reception they receive in these chosen markets, Katich told the news outlet.

This expanded line of Ten products comes after last year's successful marketing campaign for [Dr Pepper Ten](#), through which the company introduced the drink with male-focused promos, proclaiming the drink is "not for women" and has "just 10 manly calories."

Ahead of its national launch, Dr Pepper Snapple Group tested Dr Pepper Ten in six cities including Des Moines, Colorado Springs, Denver, Kansas City, Austin and San Antonio.

Dr Pepper Ten is "doing really well with customers," so the company decided to try the low-calorie option with its other drinks, Katich said. But she noted that the ads for these new Ten brands will remain gender-neutral.

"They're still sticking with the Dr Pepper Ten 'for men' campaign, but the new products will be geared toward both men and women," she said.

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